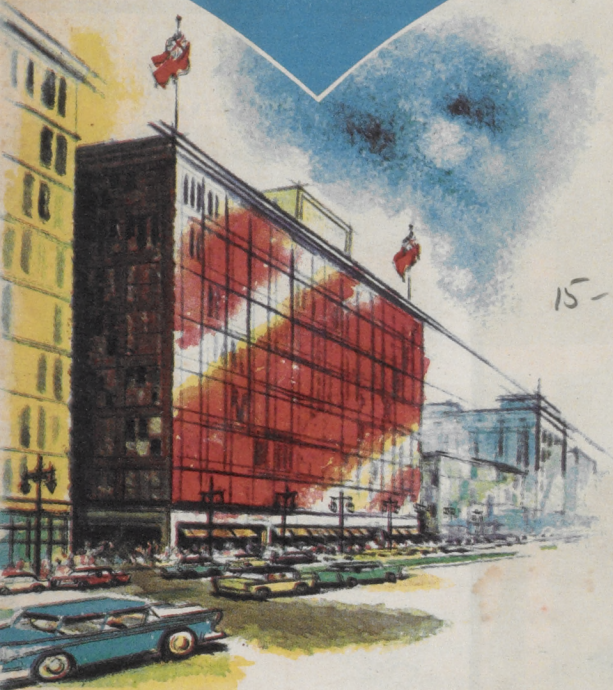


Welcome to WINNIPEG

FROM
EATON'S
OF CANADA

1960



welcome visitors

Enjoy your visit in Winnipeg and enjoy your shopping at Eaton's, in the heart of downtown Winnipeg.



This map is presented with
the compliments of

CANADA'S LARGEST RETAIL ORGANIZATION
Stores and Order Offices from Coast to Coast

THE **T. EATON CO**
CANADA LIMITED
WINNIPEG CANADA

Places of special interest in WINNIPEG

WINNIPEG BASEBALL STADIUM

The home of the Winnipeg Goldeyes Baseball Club. The ball park has a seating capacity of 7,000, and adjoins the football stadium, home of the Winnipeg Blue Bombers Rugby Football Club.



ST. BONIFACE BASILICA

Built on the site of the West's first Roman Catholic Church. This is the church noted in the poem by James Greenleaf Whittier, "The Red River Voyageur".



LEGISLATIVE BUILDING

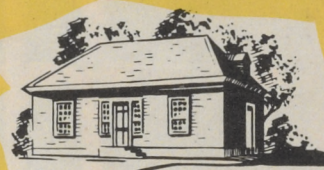
Broadway Avenue

Seat of Provincial Government, this architectural highlight among public buildings in Canada features the world-renowned Tyndall stone. Atop the dome is the famed Golden Boy.



AUDITORIUM

One of the finest Auditoriums in Western Canada and home of the largest Musical Festival in the Commonwealth. Opened in 1932, it has a seating capacity for 4,200 in the Main Hall.



ROSS HOUSE

Winnipeg's first Post Office—restored and located in the Parking Lot on Higgins Avenue, opposite the C.P.R. station.

LOWER FORT GARRY

Built in 1839 from stone quarried from the banks of the Red River. Until 1911 it was operated as Fur Trade centre for all of western and Central Canada. Now preserved as monument to pioneer settlers of the Red River Valley.



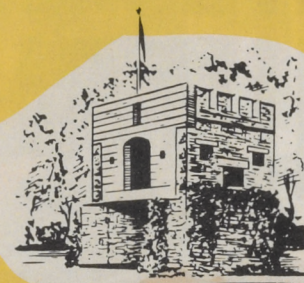
GOLF COURSES

Golf ranks first in popularity among Winnipeg residents. City and environs boast 12 excellent courses, 2 of them civic owned and open to the public.



FORT GARRY GATE

Opposite the C.N.R. station, behind the Fort Garry Hotel. This is part of the stone fort re-built in 1835, the original wooden fort being washed away by Spring floods in 1826.



ST. ANDREW'S LOCKS

Situated about 20 miles north of downtown Winnipeg—a most excellent spot for fishing. Accessible by car on Highway No. 1 going east, or from Henderson Highway on the east side of the Red River.



ART GALLERY

Located on the Third Floor of the Winnipeg Auditorium. Here the visitor can see a permanent collection of fine art.



WINNIPEG ARENA

The newest sports arena in Western Canada, opened in October, 1955. The home of the Winnipeg Warriors Hockey Club. Seating capacity for 8,793—with standing room for 1,500 fans.

WINNIPEG ZOO

Located in Assiniboine Park, largest of Winnipeg's beauty spots, five miles west of Winnipeg's City Hall. The Conservatory and Palm House and the English flower garden are favourite points of call.



ASSINIBOIA DOWNS

Canada's newest race track, located on the western outskirts of the city, eight miles from EATON'S, due west on Portage Avenue. Completely modern grandstand seats five thousand.



COUNTRESS OF DUFFERIN



First locomotive in Western Canada . . . built for the Great Northern Railway in 1872, and brought to Winnipeg by Red River barge from Fargo, North Dakota, on October 9, 1877.



Coast to Coast in Canada *It's EATON'S for friendly Service*

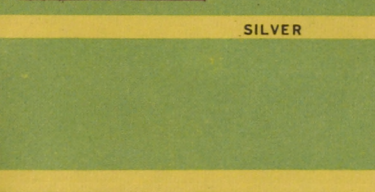
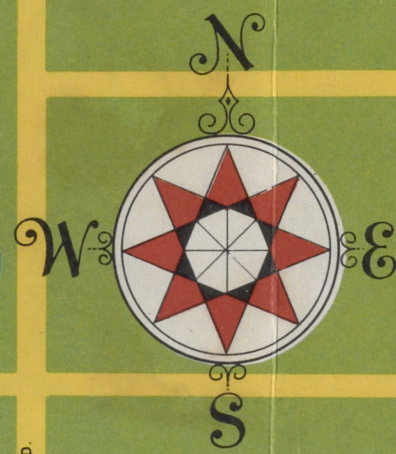


Legend

-  EATON MAIN STORE
-  EATON BRANCH STORE

MAP OF City of Winnipeg AND ENVIRONS

WINNIPEG—Gateway to the West. Incorporated over 80 years ago. Greater Winnipeg now boasts a population of almost 455,000. A focal point for Canada's two great railways, it contains the largest privately owned railway yards in the world, is a meat packing centre for the West and the home of a large and ever-growing garment industry. A beautifully treed city, its handsome public buildings, wide streets and 58 parks present an impressive appearance to the visitor.



EATON'S MODERN MULTI-LEVEL CAR-PARK IS RIGHT ACROSS HARGRAVE STREET FROM THE STORE ENTRANCE. IT IS APPROACHED BY DRIVING NORTH ON HARGRAVE STREET.

- EASY DRIVING AISLES
- EASY TO GET AROUND
- SAFE SPIRAL EXIT
- PARCEL PICK-UP
- HANDY PARCEL PICK-UP
- EASY ACCESS TO STORE



DEPARTMENTS OF SPECIAL INTEREST TO AMERICAN VISITORS



GRILL ROOM—Fifth Floor

One of the most popular dining places in Winnipeg, the Grill Room has a quiet, dignified atmosphere, excellent cuisine and the service is prompt. Lunch time or tea time, you'll be tempted by a menu of delicious suggestions.



VALLEY ROOM—Fifth Floor

Our new ultra-modern Cafeteria and adjoining Restaurant Bar make dining at Eaton's a real pleasure . . . both are air-conditioned for your comfort and the food served in these two inviting new dining places is delicious!



DIAMOND COUNTER—Main Floor

Here you will find our own flawless La Reine diamonds and La Reine cultured pearl jewellery . . . a precious collection of artistic settings and designs, all exclusive to Eaton's.



FUR SALON—Fourth Floor

Magnificent furs bring a feeling of luxury . . . an air of elegance. And EATON'S furs are famous for their quality as well as their superb styling! Your fur coat from EATON'S carries the famous EATON guarantee: "Goods Satisfactory or Money Refunded"



CASUAL SHOP FOR MEN—Main Floor

Where smart men gather! Here you'll find imported and domestic clothing, furnishings and footwear. Casual and dress wear—all in one handy shop within our Store, at Portage and Hargrave entrance.



ENGLISH CHINA—Third Floor

The world's finest china can be found at EATON'S. You'll recognize such famous names as Aynsley, Minton, Wedgwood, Coalport, Royal Doulton, Royal Crown Derby, as well as Orrefors Swedish crystal—exclusive with EATON'S!



GIFT SHOP—Sixth Floor

Here you'll find a wonderful collection of new and unusual merchandise from all corners of the globe—beautifully displayed to make gift choosing a pleasure. Ask for the Gift Shop's exclusive "Golden Glamour" gift wrap—it's yours without charge.



"TRAPPER POINT" BLANKETS—Second Floor

Exclusive to EATON'S! Luxurious, English-made, all wool "Trapper Point" blankets in a wide array of lovely colours, sizes and weights. Woven for superb warmth and wearing qualities. Household Linens, Second Floor, South.



SWEATER SHOP—Fourth Floor

Beautiful sweaters from England and Scotland . . . downy soft cashmeres, lambs' wools, Shetlands and botanics present a fashionable sweater picture and receive a rousing welcome in the American Woman's wardrobe.



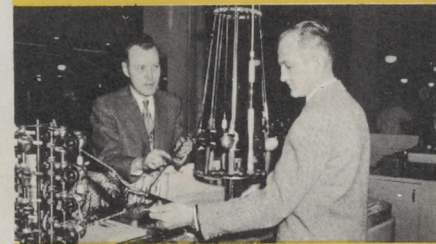
SILVER SHOP—Main Floor

A sparkling array of beautiful silver shines from the Silver Shop on the Main Floor. Treasured imports from Jensen of Denmark, from Sheffield, England, and from our own leading Canadian manufacturers, can be found here.



The LINEN SHOP—Second Floor

A treasure house of lovely linens—where you can browse and buy shimmering damasks from Ireland, delicate embroidery from Switzerland and the Madeira Islands, elaborate banquet cloths from Italy. Located just off the Household Linens Department, Second Floor.



FISHING TACKLE—Third Floor

Fine quality fishing equipment for all types of fishing! See EATON'S wide choice of imported tackle from Sweden, France and Great Britain — and also a large variety of well-known Canadian-made equipment. Fishing Tackle, Third Floor.

VISIT OUR SOUVENIR SHOP — SECOND FLOOR



Shopping is so much a part of Holiday Fun

Visitors tell us that shopping at EATON'S is one of the highlights of any visit to Winnipeg.

We know you'll enjoy every moment you spend in this big, eight-floor Store with its enormous array of merchandise for every need and from every part of the world. You'll like the time-honoured guarantee that protects every purchase you make . . . "Goods Satisfactory or Money Refunded".

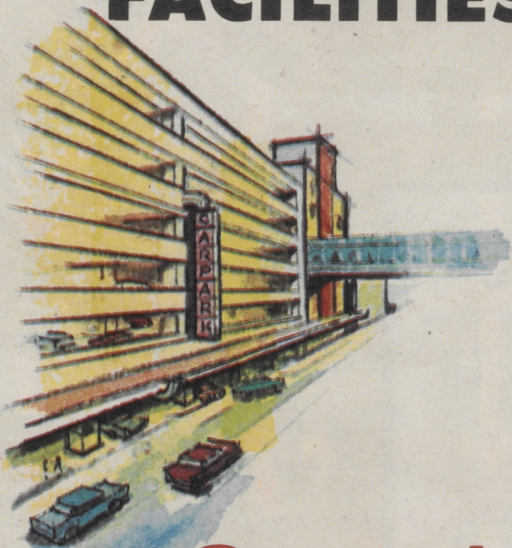
You'll find courteous service, attractive surroundings, excellent dining facilities, and a host of little specialty shops of particular interest to visitors.

Information or Special Service Where You See This Button



Around the Store you'll find certain personnel wearing this distinctive button. They are your "Special Hosts" at EATON'S and are qualified to give you any information or assistance necessary. We are all here to help make your "shopping stay" at EATON'S a happy one. If you need any extra assistance, simply contact anyone wearing an "Eaton's of Canada" badge.

EATON'S PARKING FACILITIES

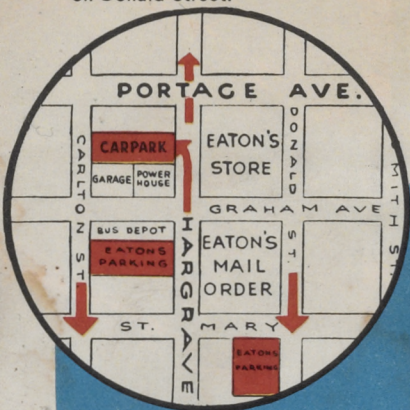


EATON'S **Carpark**

This modern Carpark is located directly across Hargrave Street from the Store—you can step in comfort from the Carpark to the Store via the sheltered Overpass or the Underpass to the Basement Store. Have your parcels delivered to the Carpark Parcel Pick-Up.

OTHER PARKING FACILITIES . . .

You'll find an Eaton Parking Lot behind the Bus Depot with entrance on Hargrave Street and a lot on St. Mary, south of the Mail Order Building with entrance on Donald Street.



EATON'S OF CANADA